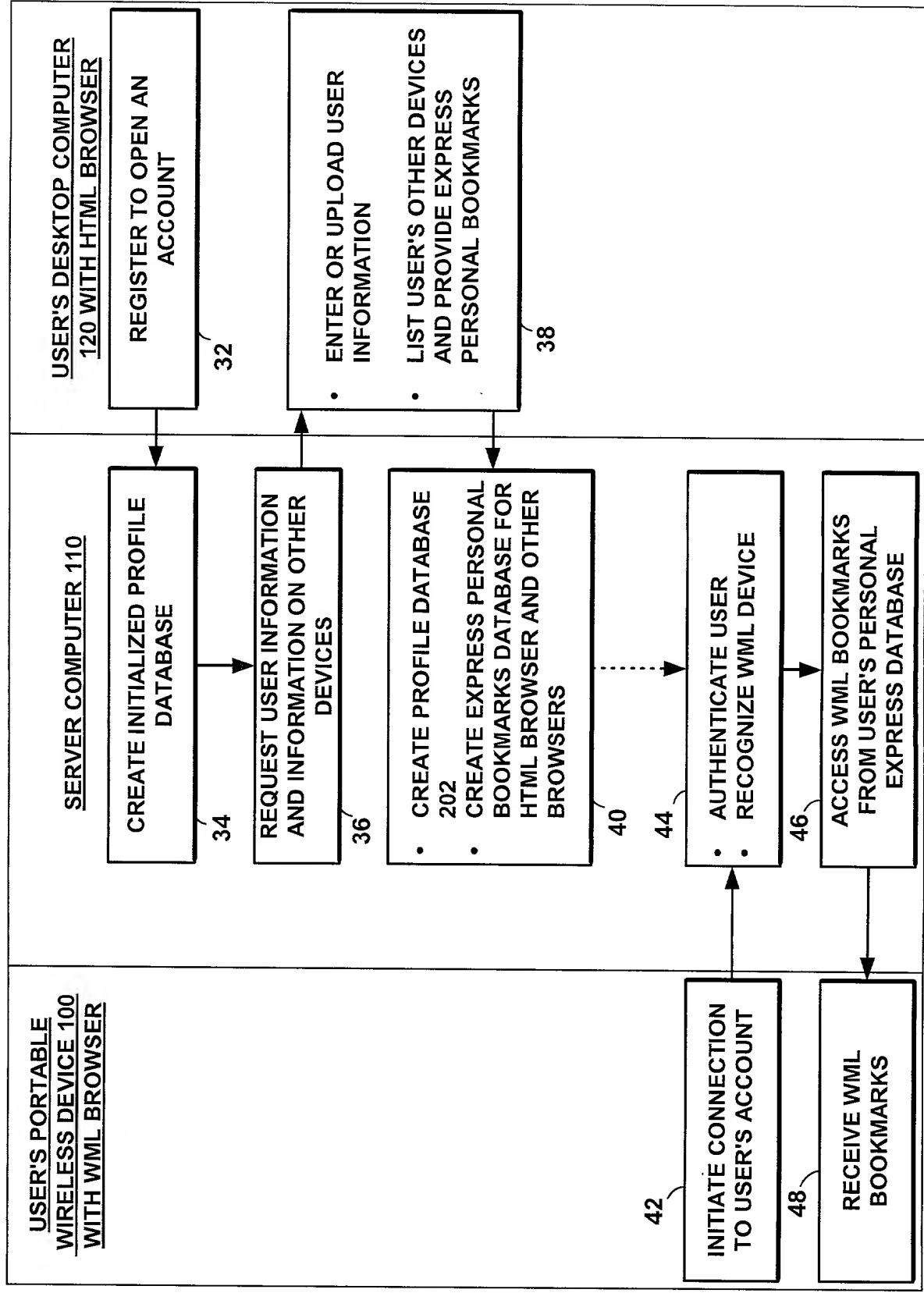


FIGURE 1



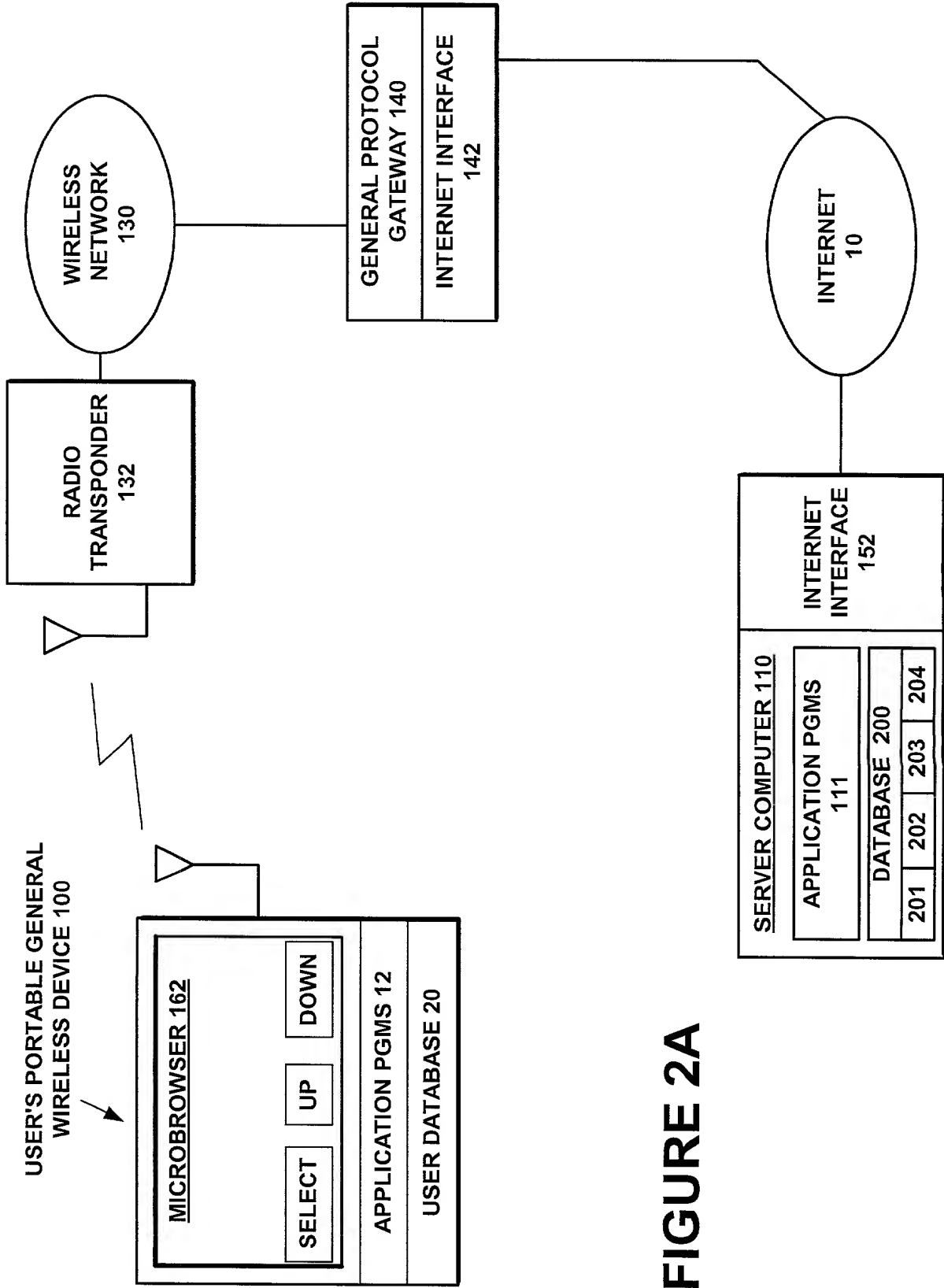


FIGURE 2A

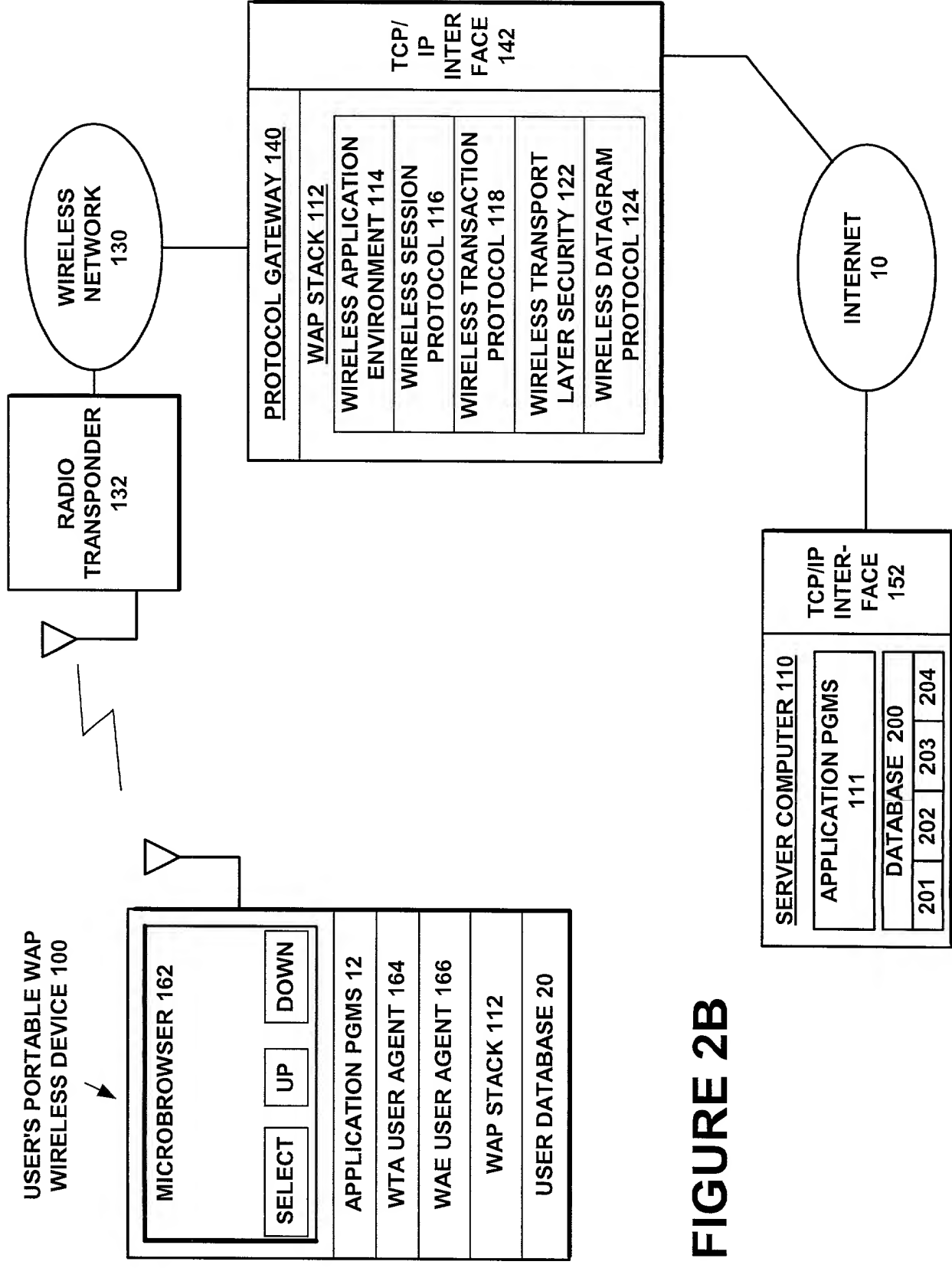


FIGURE 3

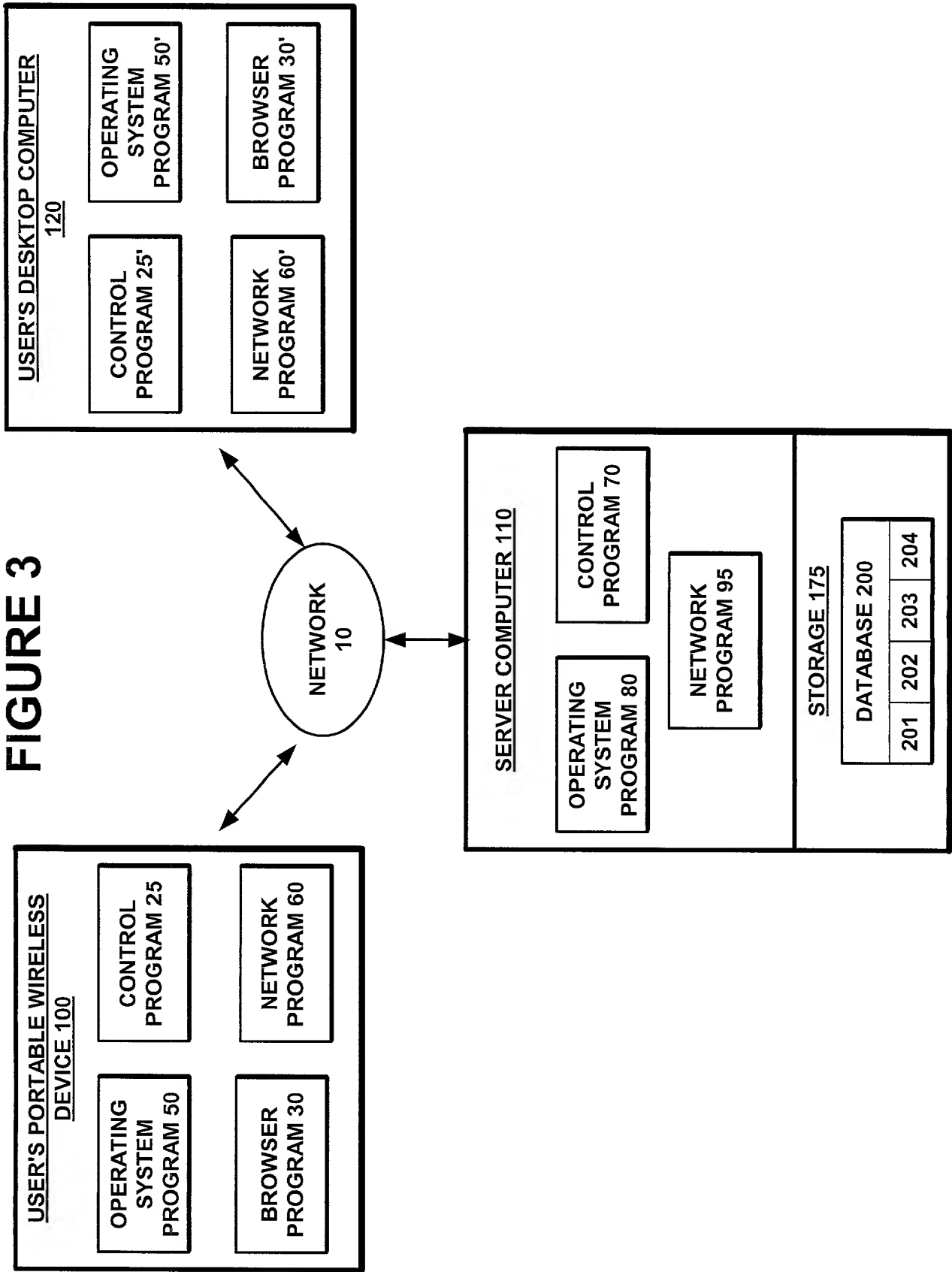


FIGURE 4A

**PUBLIC BOOKMARKS
DATABASE**

201

HTML SITE	AVERAGE DEMOGRAPHICS	WML SITE	HDML SITE	CHTML SITE	CATEGORIES
www.etrade.com	Male, 45 years old living in the Northeast	wap.etrade.com	wap.etrade.com/ hdml	etrade.com/chtml (English and Japanese)	stocks, finance
www.women.com	Female, 35 years old living in the Midwest	www.women.com/ wml	mobile.women.com/ hdml	mobile.women.com/ chtml	women's issues, pregnancy
www.zdnet.com	Male, 24 years old living in the East	wap.zdnet.com	hdml.zdnet.com	imode.zdnet.com/ chtml	computers, Internet
www.amazon.com	Female, 40 years old living in the Southwest	amazon.com/wml	mobile.amazon.com/ hdml	amazon.com/chtml	books, magazines, auctions
www.mp3.com	Male, 20 years old living in the Pacific Northwest	wap.mp3.com	www.mp3.com/hdml	chtml.mp3.com	music
www.cooking.com	Female, 28 years old living in the East	www.cooking.com/ wml	wap.cooking.com/ hdml	chtml.cooking.com	cooking
www.cnn.com	Male, 42 years old living in the Southeast	wap.cnn.com	www.cnn.com/hdml	imode.cnn.com	news, politics

FIGURE 4C

<u>BOOKMARK FOLDER</u>				
<u>DATABASE</u>				
<u>203</u>				
<u>USER 1</u>	<u>USER 2</u>	<u>USER 3</u>	<u>USER 4</u>	
'NEWS' FOLDER	'MUSIC' FOLDER	'TUNES' FOLDER	'SPORTS' FOLDER	
BOOKMARKS:	BOOKMARKS:	BOOKMARKS:	BOOKMARKS:	
CNN.com	MP3.com	MP3.com	ESPN.com	
MSN.com	SONY.com	Y100.com	FOXSPORTS.com	
'TECH' FOLDER	'INFORMATION' FOLDER	'STUFF' FOLDER	'STOCKS' FOLDER	
BOOKMARKS:	BOOKMARKS:	BOOKMARKS:	BOOKMARKS:	
ZDNET.com	CNN.com	CNN.com	AMERITRADE.com	
CNET.com	MSN.com	MP3.com	NASDAQ.com	
	ZDNET.com	EXCITE.com	THESTREET.com	
	YAHOO.com	YAHOO.com		

FIGURE 4D

EXPRESS PERSONAL BOOKMARKS DATABASE				
204				
HTML BROWSERS (www)	WML BROWSERS (wap)	HDML BROWSERS (hdml)	compactHTML BROWSERS (mobile, imode)	
CATEGORY	CATEGORY	CATEGORY	CATEGORY	
NEWS	NEWS	NEWS	NEWS	
<ul style="list-style-type: none"> www.abcnews.com www.cnn.com www.foxnews.com www.nytimes.com www.washingtonpost.com 	<ul style="list-style-type: none"> wap.abcnews.com wap.cnn.com wap.nytimes.com wap.washingtonpost.com 	<ul style="list-style-type: none"> nbcbnews.com/hdml www.cnn.com/hdml foxnews.com/hdml hdml.nytimes.com 	<ul style="list-style-type: none"> mobile.abcnews.com imode.cnn.com imode.nytimes.com mobile.washingtonpost.com 	
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	
INTERNET	INTERNET	INTERNET	INTERNET	
<ul style="list-style-type: none"> www.cnet.com www.google.com www.msn.com www.yahoo.com www.zdnet.com 	<ul style="list-style-type: none"> wap.cnet.com wap.google.com wap.yahoo.com wap.zdnet.com 	<ul style="list-style-type: none"> hdml.cnet.com hdml.google.com hdml.yahoo.com hdml.zdnet.com 	<ul style="list-style-type: none"> mobile.cnet.com imode.google.com imode.yahoo.com imode.zdnet.com/chtml 	
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	

FIGURE 5

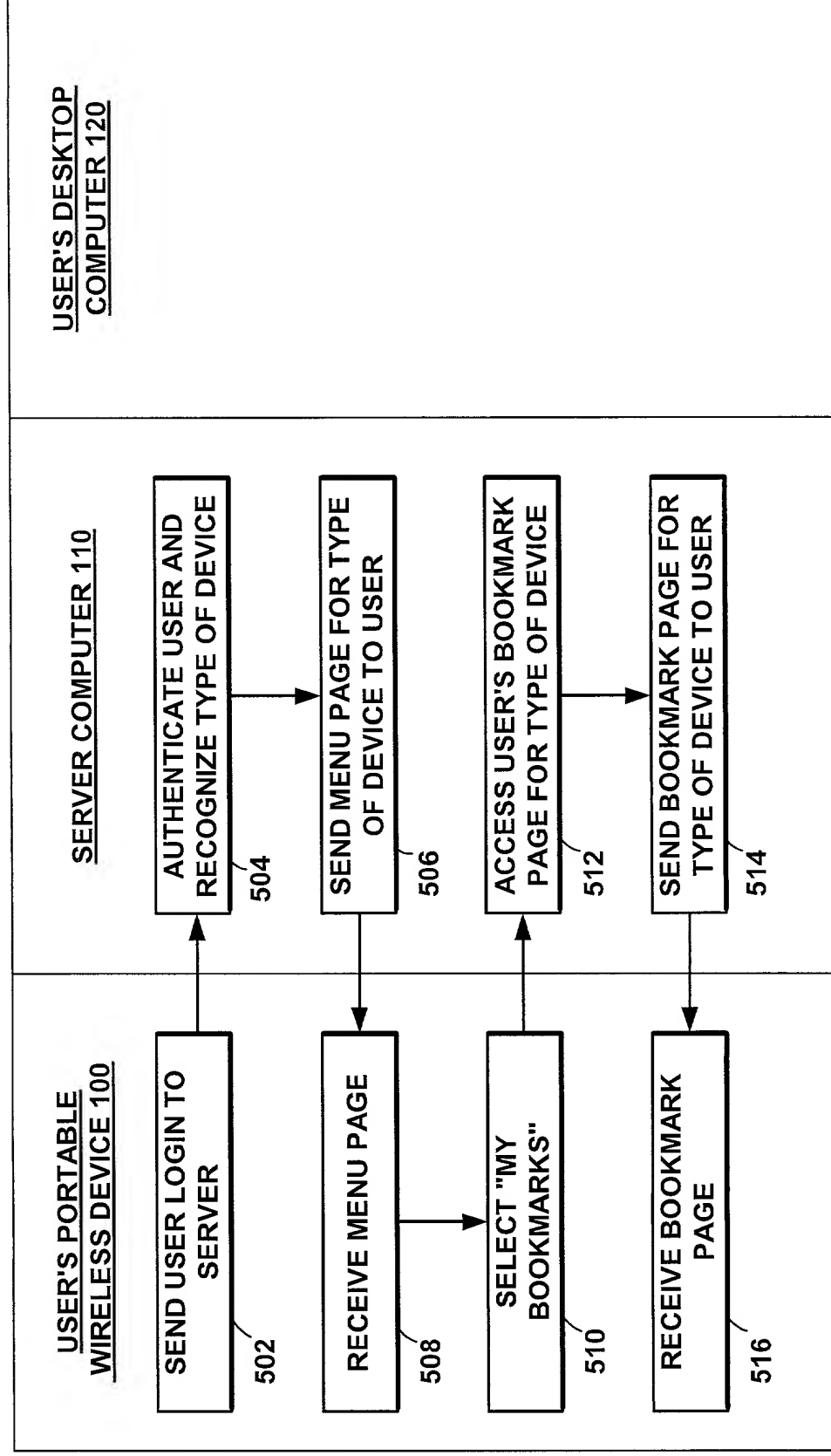


FIGURE 6A

SERVER COMPUTER

110

MEMORY 602

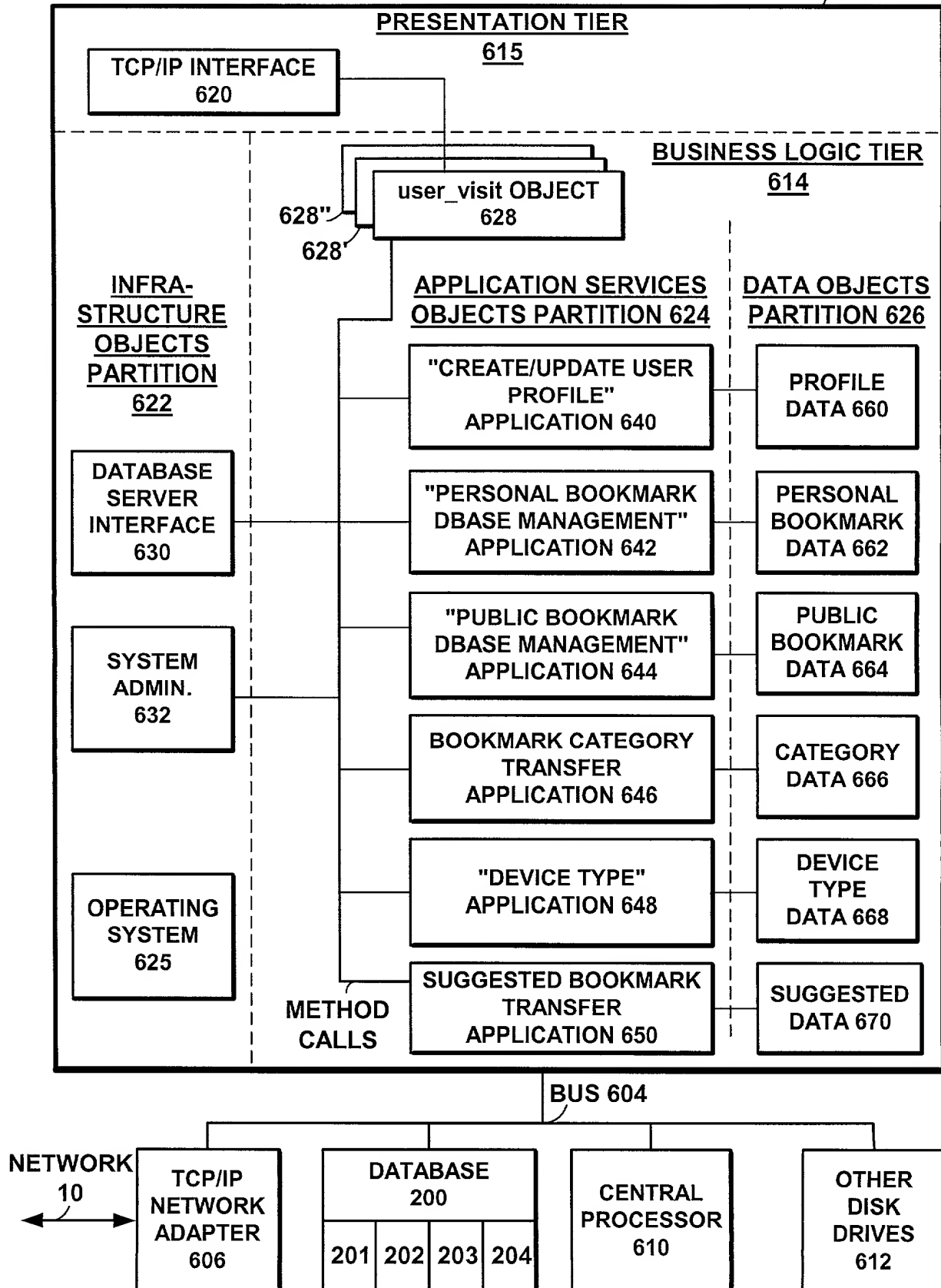


FIGURE 6B

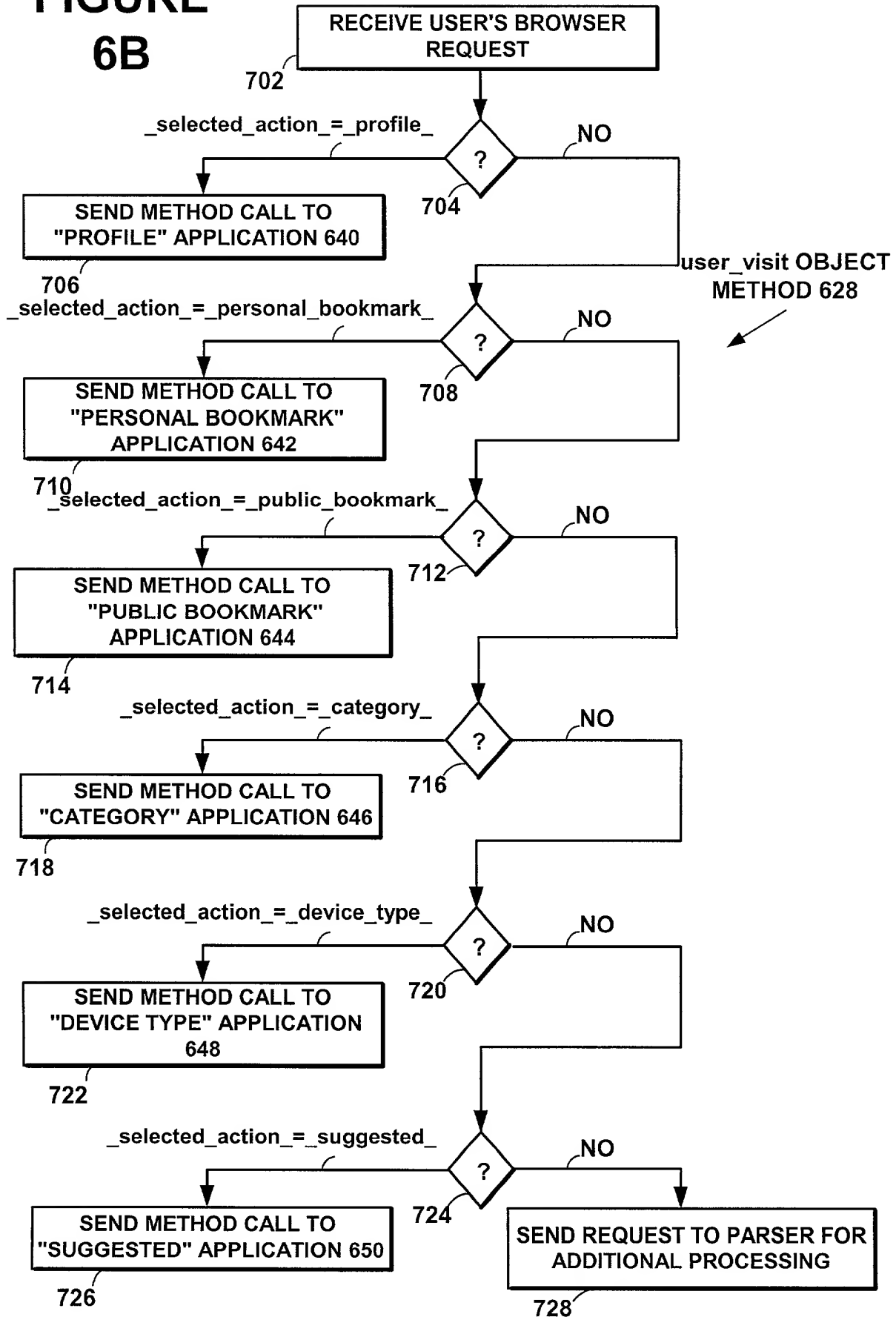


FIGURE 7

